

Experts Share Their Insights

Full Stories in July at www.bizvoicemagazine.com



Mitch Roob
Indiana Economic
Development Corporation

By the Numbers

Securing Investment, New Jobs

Numbers are the ultimate storyteller. They quantify good and bad, success and failure. Numbers make us laud, but they also make us loathe. They create heroes but also villains.

We cheer for our favorite athletes based on numbers of points or home runs or even years of loyalty to the hometown team. Rock stars are validated by numbers of albums sold or occupied seats in the arena. We create celebrities out of doctors who are respected for numbers of lifesaving discoveries or entrepreneurs for amassed wealth.

But numbers don't only quantify the achievements of special individuals; they can be used to evaluate group efforts too. What Gov. Mitch Daniels and the Indiana General Assembly are doing to position our state to capture the most capital investment and the most possible new jobs is being measured by competitors, evaluators and spectators worldwide. What those numbers are telling us is that Indiana is uniquely positioned as a best state for business.

Read the full story at www.bizvoicemagazine.com on July 11



Aaron Prickel
Lushing & Associates, Inc.

Stop Taking Orders

Alter Your Approach to Start Making Sales

The days when the phone rang off the hook with potential customers, when you were more focused on being a friend first and a salesperson second and when you grew your business with order takers instead of salespeople are over. The past two years have shaped a new business landscape that will chew up and swallow business owners and salespeople who are stuck in the "order taker" way of selling.

Order takers drop off promotional items or snacks for prospects in hopes of getting an order. They sit back and wait for the phone to ring. And, they typically only call on people who have purchased from them in the past. Order takers can cripple a business by extending the sales cycle, reducing its "product to price" and losing opportunities in the pipeline. Each of these approaches has a direct correlation to one thing: the company's bottom line.

Changing your employees' behavior from an order taker to a salesperson mentality can be difficult, but once it's accomplished you will see a dramatic change in your sales.

Read the full story at www.bizvoicemagazine.com on July 15



Bjorn Carlson
BitWise Solutions, Inc.

Web Site Success

Making Your Online Presence the Best It Can Be

As economic recovery slowly begins to take root, business leaders are increasingly looking to the power of web technology to accelerate growth and provide a much-needed lift under the deflated wings of a struggling economy.

With the incredible disruption that has taken place within the markets as a result of the financial crisis, the needs, wants and purchasing patterns of buyers have changed. That, coupled with an increasing shift to online and mobile mediums, has made it imperative that your web site cut through the clutter and deliver the right message at the right time.

It is unacceptable in today's world to adhere to a "set it and forget it" policy when it comes to web assets. The rapidly changing nature of culture, business and online technology requires that constant tweaking and sometimes wholesale changes must be made. One area in particular is content: the text, images, videos and graphics on your web site.

If it's been a while since you updated your web site, now is the time to take advantage of the recovering economy.

Read the full story at www.bizvoicemagazine.com on July 20